



THE MEDIA MESSENGER

OFFICIAL QUARTERLY NEWSLETTER
FOR THE HOLLYWOOD MEDIA BUSINESS IMPROVEMENT DISTRICT



Board President, Laurie Goldman and Vice President, David Bass pictured with Counterintuity's Lee Wochner and Amy Kramer unveiling the Hollywood Media District's new logo



Prototype of New Theatre Row Light Pole Banner



CM O'Farrell, Lisa Polak, and Controller Galperin outside at the event venue "At The P"

HMD BID HOSTS ANNUAL STAKEHOLDERS' MEETING

The Hollywood Media District BID held its Annual Property Owners Meeting on the evening of Thursday, September 28th at the newly completed venue "At The P". Guests enjoyed opening remarks from Board President, Laurie Goldman, who outlined the accomplishments of 2017. This year marks the BID's 17th year in operation. The continued support of our Stakeholders has allowed for many accomplishments in safety and maintenance programs, to economic outreach, and to our innovative marketing initiatives. The Hollywood Media District has truly changed the face of Hollywood.

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Annual Stakeholders'
Meeting

Sunset Las Palmas
Studios

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This past year, the BID introduced a new logo, website and social media campaign. Designed by Counterintuity, the new logo represents the tone, history, culture and direction of the Hollywood Media District as well as provides a distinctive image that raises awareness for and builds a connection to the District as a destination. The new logo is bold yet flexible - thus allowing for the incorporation of imagery and color to highlight the cultural diversity and social vibrancy of the Hollywood Media District.

Together, we have ensured the continued growth of our community.

Special Thank You To Our Event Sponsors





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Winner of Raffle Drawing
Becky Rios, Lincoln Properties
Birthday Winner, Julian Czubakowski - Counterintuity



Winner of Raffle Drawing
Joy Rinaldi and Jay Donohue
McCadden and Lex Theatres

Thank you to the following raffle sponsors:
Confection Co-Op, Grub Restaurant, Rao's
Restaurant, Sprouts, & Trejos Donuts



President Goldman introduces the 2017 Board

MEDIA DISTRICT BID HOSTS ANNUAL STAKEHOLDERS' MEETING

The current Hollywood Media District logo has been in effect for over 17 years and will be replaced with the updated look across all the touch points in the District. From our safety officers, the clean and green team, and marketing materials we are excited to roll out the new and improved branding.

BEFORE



AFTER



Don't forget to follow us!



@HMDBID



@HMDBID



@HOLLYWOODMEDIADISTRICT

HOLLYWOOD CENTER STUDIOS

IS NOW
Sunset
LAS PALMAS STUDIOS

Los Angeles real estate company Hudson Pacific Properties Inc. is rapidly becoming one of the largest independent studio operators in the country with its \$200 million purchase of Hollywood Center Studios, one of Hollywood's oldest film lots. Hollywood Center Studios, and under other names, dates back nearly 100 years.

Hudson Pacific has renamed the facility Sunset Las Palmas Studios and has future plans to do a major \$50 million expansion on the 15-acre site. Hudson Pacific also owns Sunset Gower and Sunset Bronson Studios nearby, along with five office developments at varying stages of completion.

Hudson Pacific, founded in 2006 as Hudson Capital, is a real estate company focused on acquiring, repositioning, developing and operating high-quality office and state-of-the-art media and entertainment properties in select west coast locations. Also, the company is a leading provider of design-forward, next generation work spaces for a variety of tenants, with a focus on cutting-edge technology.



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During the meeting, we heard from the City and BID leadership and learned how the Hollywood Media District's contributions make a tangible difference in Hollywood where we work, live and play.



Controller, Ron Galperin



Public Works President, Kevin James



Councilmember, Mitch O'Farrell presents City Certificate of Appreciation to Board President, Laurie Goldmand and Executive Director, Lisa Schechter



Hollywood Police Captain Cory Palka with fellow Boardmembers Jeff Luster, Ferris Wehbe, and Josh Kurpies with Assemblymember Richard Bloom's Office



Vice President and Chair of Safety Committee, Carol Casella pictured with SLO Paul Jordan, Captain Cory Palka, and SLO Joe Eubanks



Ferris Wehbe, Leslie Fritz, David Bass, and Thor Lee



Boardmembers Sam Pan and Mike Malick discussing new Avalon Bay Communities Development with Wil Lee



As You Like It Catering and Dr. Bobby Rodriguez Jazz Band provided the food and music



MEDIA DISTRICT WELCOMES

ANDREWS INTERNATIONAL SECURITY SERVICES



Beginning July 1st, the Media District has a new security patrol service, Andrews International. Andrews International (AI) is an established firm with nearly a 30-year history of performing security services. AI operates offices throughout the United States, Canada, and in Central America. AI has distinguished its company in Southern California by delivering professional high-requirement services to the Hollywood-area, and Media/ Entertainment Industry clients. AI is known for building successful security programs by screening officers through a stringent selection process, its award winning training and development programs, its innovative technology platforms, and most of all working with clients to exceed their goals.

Through collaborative assessments over the last several weeks, Andrews International and the Hollywood Media District BID have worked to restructure the deployment schedule and the security officer force to improve service delivery to the District's constituents. Additionally, AI will be incorporating its quality management practices and proprietary technology

solutions to manage the Media District's security challenges. The Andrews International's security management team and cadre of officers are all looking forward to working in the BID to provide a safe, secure and friendly business community.

Look for our bike officers in the yellow shirts!



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The mission of the Hollywood Media District is to enhance the security, cleanliness, beautification, and the commercial desirability of the area.

Board of Director as well as Committee Meetings are open to the public. For more information regarding the Hollywood Media

District's meeting schedule please visit:

www.mediadistrict.org

